

## Press Release

### **New solutions from Baumer hhs give e-commerce box producers a unique degree of flexibility**

**Krefeld, 2 August 2021** – The COVID 19 pandemic has driven up demand around the globe for e-commerce boxes and other delivery packaging sealed with pressure-sensitive adhesive. Boxes containing purchased items typically are sealed with adhesive strips that are applied by hot melt systems and then covered with silicone tape. These pressure-sensitive adhesive closures securely seal the packaging. As market leader for these applications, Baumer hhs aims to further improve its already very successful and highly productive system, simplify operation and increase process reliability.

The e-commerce market imposes increasing demands on the quality of pressure-sensitive adhesive application. “These days, systems that apply adhesive strips are expected to deposit perfect, uniform layer thicknesses and accurately cover them with silicone tape, even when dispensing high quantities at high production speeds. The more homogeneous the contact surface, the more reliably and securely the boxes can be sealed. In addition, homogeneous contact surfaces facilitate the work of employees in shipping, who no longer have to manually smooth over the closures to firmly seal them. Baumer hhs is launching an improved hot melt system for applying pressure-sensitive adhesive on corrugated and cardboard surfaces that achieves consistent application quality and a high melt rate. It supports the production of premium quality e-commerce boxes and delivery packaging with pressure-sensitive adhesive closures that will dramatically increase the reliability of the shipping process in online trade,” explains Andreas Schneiders, Corrugated Business Development Manager at Baumer hhs.

Higher productivity, quality and flexibility combined with maximum reliability, safety and cost-efficiency: The new hot melt system earns high marks in all of these disciplines. It has a melt rate of  $\geq 100$  kg/h with pressure-sensitive adhesives, meaning it offers the highest level of efficiency on the market. Another highlight is the special application head, designed specifically for these applications. In combination with a new volumetric flow controller, it guarantees unique performance at maximum production speeds.

For example, given correct settings and suitable ambient conditions, it can achieve adhesive application weights of up to  $500$  g/m<sup>2</sup>. The uniform contact surfaces it produces are the ideal basis for strong and secure glued closures. What is more, absolutely clean cut-off and minimal tailing ensure that no pressure-sensitive adhesive is smeared onto other areas of the packaging or drawn into the machine. The new application head also affords users maximum flexibility in selecting pressure-sensitive adhesives: It can process a variety of adhesives with a range of high viscosities. “With our new hot melt system,

manufacturers of e-commerce boxes can proactively meet even the highest demands of the market,” says Schneiders, summarizing the advantages of the system from Baumer hhs.

It is a complete solution, including energy-efficient melter, high-performance application head, controller, product guide and durable mount with precision settings. Packaging producers get a turnkey system for applying pressure-sensitive adhesive to corrugated and cardboard substrates from a single supplier. When it comes to the silicone strip applicators, Baumer hhs basically leaves the choice to customers. A silicone strip applicator supplied by Baumer hhs partner ENPRO is integrated in the hot melt system and can also be used to control it. Alternatively, the system can be integrated in all common controllers from Baumer hhs.

The hot melt system’s cast tank, which comes with a non-stick coating as standard, guarantees uncompromising safety even at the high melt rate of  $\geq 100$  kg/h.

The durable hot melt system is flexibly configurable. A variety of nozzles are available for the application head. The masks can be adapted to individual needs to produce different application patterns depending on the type of packaging being produced. Even with this level of flexibility, the system still meets the highest demands on pressure-sensitive adhesive application on corrugated and cardboard.

“In constantly enhancing our industrial gluing and associated quality assurance solutions, we come up with countless ideas to help our customers optimise their processes and operate successfully in their respective markets. It’s one reason so many customers maintain such long-term partnerships with Baumer hhs. With its high performance, flexibility and efficiency, our new hot melt system for e-commerce boxes is right in step with this tradition,” says Schneiders.

((Caption))

The new hot melt system from Baumer hhs for e-commerce boxes marks a new era in applying pressure-sensitive adhesive on corrugated and cardboard. The new system is the ideal solution for producing e-commerce boxes and other delivery packaging with pressure-sensitive adhesive closures.

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**Baumer hhs GmbH**

Baumer hhs GmbH, Krefeld/Germany, is a leading, internationally operating manufacturer of industrial gluing systems in conjunction with quality assurance and camera verification systems. Baumer hhs offers its customers a carefully coordinated portfolio of solutions for a host of different demands on cold glue and hot melt application in automated production environments, including application heads, pumps, pressure vessels, control and monitoring systems. The portfolio is rounded off by a comprehensive range of services, from consulting and the testing of innovative applications at the hhs solution centre in Krefeld, all the way to every form of after-sales service.

Solutions from Baumer hhs are used in the folding carton and corrugated board industry, in print finishing, special-purpose machines and many other applications.

For more information on the Baumer hhs company, its products and its services, go to: [www.baumerhhs.com](http://www.baumerhhs.com).